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**ENERGY EFFICIENCY  
PROGRAM**



**Community-Based Organization**

# **2025 Community Partner Marketing and Communications Toolkit**

The Ameren Illinois Energy Efficiency Program wants to ensure our Community Partners have the resources needed to help customers save money and reduce their energy bill. This Marketing and Communications Toolkit is designed to support our Community Partners with pre-approved content while providing your clientele with energy-saving information.

# Single-Family Home Efficiency Income Qualified Initiative (HEIQ)

## Overview

The first step in determining how efficient a home is and where it might be wasting energy is through a FREE Home Energy Assessment. An Energy Advisor will review the home's energy performance, including a home's energy features and household energy consumption patterns.

## Eligibility

A residential customer is eligible for a free Home Energy Assessment through HEIQ if they meet the following qualifications:

- Live in a single-family home.
- Must be an Ameren Illinois residential customer heating their home with gas or electricity delivered by Ameren Illinois OR an Ameren Illinois residential electric customer heating their home with propane.
- Maximum gross annual household income is at or below the amount listed on the Income Qualification Chart.

## Website

To find more information, to see if you qualify and to apply, visit [AmerenIllinoisSavings.com/SaveMoney](https://AmerenIllinoisSavings.com/SaveMoney).

## Talking Points

- A Home Energy Assessment identifies ways to bring your home's energy efficiency up to its highest potential to reduce energy costs. This special, free offering is available to income qualified individuals throughout the Ameren Illinois service territory.
- Benefits of our Home Energy Assessment include:
  - **Health and Safety** — Uncover hidden problems that could be wasting energy and making your home unsafe, like poorly insulated walls and improper ventilation. At a customer's home, a leak was found in her gas stove during her Home Energy Assessment. The issue was promptly corrected, leaving her home safe and sound.
  - **Savings** — Identify opportunities to receive energy-saving upgrades at little or no cost, such as improved insulation, heating equipment and ventilation.
  - **Free Energy-Saving Products** — During the Home Energy Assessment, receive FREE installation of energy-efficient products in your home, including LED lighting, faucet aerators and an advanced power strip.

## General Informational Flyer

Click [here](#) to download a General HEIQ Information Promotional Flyer to share with your customers.

# Electrification

## Overview

Switching to heat supplied through electricity instead of propane not only saves a customer money on heating costs, but also gives them the convenience and reliability of using Ameren Illinois electric already being used in the customer's home.

Ameren Illinois customers switching from propane heating to electric may be eligible to receive a FREE Home Energy Assessment. Through this Assessment, a customer may be eligible to receive energy-saving upgrades at little to no cost, such as improved insulation, heating equipment and ventilation. Additionally, qualified customers may also receive no-cost appliance upgrades such as an air source heat pump, a heat pump water heater, an electric induction stove and an electric clothes dryer.

## Eligibility

- Live in a single-family home.
- Ameren Illinois residential electric customer heating their home with propane.
- Maximum gross annual household income at or below the amount listed for your area on the Income Qualification Chart.

## Website

For more information, to see if you qualify and to apply, visit [AmerenIllinoisSavings.com/Electrification](https://AmerenIllinoisSavings.com/Electrification).

## Talking Points

- The price of propane can be unpredictable, making it difficult to budget for your heating expenses. Make the switch to electric from propane to see consistency and start saving.
- Unlike propane and oil heating, electric heating costs remain stable. Electricity is currently a cheaper option for heating and is predicted to remain so for many years.
- With no burning materials, flammable gases or harmful fumes, electric heating is the safest possible heating solution for your home.
- The Ameren Illinois electric system is already connected to your home to deliver electricity in a reliable manner. You never need to worry about running low on fuel, scheduling tank refills or maintaining storage tanks.

## Electrification Flyer

Click [here](#) to download an Electrification Flyer to share with your customers.

# Smart Savers Initiative

## Overview

Customers living in eligible ZIP codes can receive a FREE smart thermostat with FREE professional installation through the Smart Savers Initiative if they are an Ameren Illinois residential customer heating their home with Ameren Illinois delivered fuel, natural gas or electric. Customers heating their home with propane are also eligible.

## Eligibility

- Must be a residential customer of Ameren Illinois, heating your home with gas or electricity. Customers heating their home with propane are also eligible.
- Renters of single-family homes, 2-flat or 3-flat are eligible, with approval from landlord.
- Must live in a qualifying ZIP code. Check list of ZIP codes [here](#).
- Have never applied for and received a smart thermostat during the lifetime of the Ameren Illinois account.
- Must have home internet with Wi-Fi capabilities.

## Website

To check eligibility and to apply go to [AmerenIllinoisSmartSavers.com](https://AmerenIllinoisSmartSavers.com).

## Talking Points

- Residential customers living in eligible ZIP codes can receive a free smart thermostat.
- Customer has the option to choose between a Google Nest Thermostat E or an ecobee lite.
- A certified professional Program Ally will install the thermostat at no cost.
- If customers do not qualify for the Smart Savers Initiative, please direct them to the Online Marketplace where they can find additional no-cost or low-cost smart thermostat options available. Many models are available for just \$5!
  - For more details, visit [AmerenIllinoisEEMarketplace.com](https://AmerenIllinoisEEMarketplace.com).

## Smart Savers Flyer

Click [here](#) to download a Smart Savers Flyer to share with your customers.

# Small Business Initiative

## Overview

Small Business customers can take advantage of incentives and discounts made just for them. The cost to power, heat and cool a small business can account for a substantial portion of a business's operating budget. To save money and boost their bottom line, eligible Small Business customers can take advantage of various incentives, discounted products and efficiency improvements.

## Eligibility

On their bill, small business owners should look for "electric delivery" under the electric service non-residential bill detail to find their rate code. Eligible rate codes include DS-2 and DS-3A to participate in the Small Business Initiative.

Click [here](#) to see more examples of rate codes on a customer's bill.

## Website

- To learn more about small business offerings visit [AmerenIllinoisSavings.com/SmallBusiness](https://AmerenIllinoisSavings.com/SmallBusiness).
- To request a FREE Energy Consultation visit [cloud.ee.ameren.com/EnergyConsult](https://cloud.ee.ameren.com/EnergyConsult).

## Talking Points

### Benefits of Energy Efficiency for Small Businesses

- **Profitability** — Increase your profits by lowering your operating costs with energy-saving products like LED lightbulbs, advanced power strips and smart thermostats.
- **Comfort** — Improve the comfort of your business for employees and customers with simple upgrades like insulation and updated appliances.
- **Reputation** — Enhance your brand reputation in the community as a sustainability leader and attract like-minded customers and employees.

## General Informational Flyer

Click [here](#) to download a General Information Promotional Flyer to share with your customers.

# Workforce Development Program

Since 2018, the Ameren Illinois Energy Efficiency Program has strived to increase the number of local people working in energy efficiency jobs by breaking down barriers to employment, providing individual services and support, training, coaching and other resources to prepare jobseekers for joining the energy efficiency workforce.

## Workforce Development Jobseeker Flyer

Click [here](#) to download a **Workforce Development Jobseeker Flyer** to share with your customers.

## Workforce Development Employer Flyer

Click [here](#) to download a **Workforce Development Employer Flyer** to share with your customers.

Do you know someone looking for a career in the energy field? For more information, visit

[AmerenIllinoisSavings.com/Jobs](https://AmerenIllinoisSavings.com/Jobs).

# Ameren Illinois Energy Efficiency Summer Internship Program

The Ameren Illinois Energy Efficiency Program is helping local businesses and organizations in the energy efficiency field identify local candidates that would benefit from participating in a summer internship. Internships are offered throughout central and southern Illinois, specifically within the Ameren Illinois service territory.

## Summer Internship Program Flyer

Click [here](#) to to download a **Summer Internship Program Flyer** to share with your customers.

For more information visit [AmerenIllinoisSavings.com/Internship](https://AmerenIllinoisSavings.com/Internship).

## Local Area Vendor Advancement Opportunities

Local Area Vendor Advancement (LAVA) offered through the Ameren Illinois Energy Efficiency Program, supports locally based small and growing businesses in energy efficiency by providing new opportunities, reducing barriers and creating ways to connect with Ameren Illinois.

### Local Area Vendor Request Form

Click [here](#) to complete the local area vendor request form.

### Local Area Vendor Intake Form

Click [here](#) to complete a request to be added to the Ameren Illinois Energy Efficiency Local Area Vendor Advancement database.

For more information, visit [AmerenIllinoisSavings.com/LAVA](https://AmerenIllinoisSavings.com/LAVA).

## Program Ally Incubator

Contractors can expand their business into energy efficiency with the Ameren Illinois Energy Efficiency Program. The purpose of the Program Ally Incubator is to provide focused and professional training as well as customized resources for contractors willing and able to work in the Ameren Illinois service territory to grow their business in the energy efficiency field while becoming eligible to participate as a Program Ally with the Ameren Illinois Energy Efficiency Program.

For more information about the Program Ally Incubator, visit [AmerenIllinoisSavings.com/Incubator](https://AmerenIllinoisSavings.com/Incubator).

# Social Media Toolkit

The Ameren Illinois Energy Efficiency Program is committed to helping customers find ways to improve comfort, manage usage and reduce costs. To do this, we want to ensure our Community Partners have the resources needed to help customers decrease energy usage and start saving on energy costs!

This toolkit is designed to support our Community Partners with pre-approved social media content to provide your customers with energy-saving information.

## Social Media – Facebook, Instagram, LinkedIn and X

The Ameren Illinois Energy Efficiency Program staff will support Community Partners by providing pre-approved content and design. If you wish to create your own social media posts, not using pre-approved content and design, please review the Social Media section of the Co-Branding Guidelines before submitting for approval which can be found [here](#).

**Note: You must tag Ameren Illinois when posting any co-branded content to social media.**

### Where to Share

Here are some places to tell the story of your Ameren Illinois Energy Efficiency Program participation:



Post details and photos of your participation with Ameren Illinois on your Facebook page. Encourage your followers to like and share. **Tag: Ameren Illinois**



Post details and photos of your participation with Ameren Illinois on your Instagram account. Encourage your followers to like and share. **Use the hashtag #AmerenIllinois**



Include details of your participation with Ameren Illinois on your company's LinkedIn Page. **Tag: @Ameren**



Make every X character count with genuine enthusiasm and a conversational tone. **Tag: @AmerenIllinois**

### Pre-Approved Language

[Community Partner Name] is a Community Partner with the Ameren Illinois Energy Efficiency Program's Market Development Initiative (MDI). The MDI aims for Energy Efficiency Impact, building greater community engagement, while creating energy industry jobs and delivering energy cost savings to those that need it most.



## Social Media Posts for HEIQ



### **Social Post 1 - Text for post along with graphic:**

Save money with a FREE Home Energy Assessment from the Ameren Illinois Energy Efficiency Program! For eligible customers, you can receive energy-saving upgrades at little or no cost, such as improved insulation, heating equipment and ventilation. For more information, visit

[\*\*AmerenIllinoisSavings.com/SaveMoney.\*\*](https://AmerenIllinoisSavings.com/SaveMoney)



### **Social Post 2 - Text for post along with graphic:**

Eligible customers can receive a FREE Home Energy Assessment from the Ameren Illinois Energy Efficiency Program! During the Assessment, you will get FREE installation of energy-efficiency products in your home, including LED lighting, faucet aerators and an advanced power strip. To find out if you qualify, visit [\*\*AmerenIllinoisSavings.com/SaveMoney.\*\*](https://AmerenIllinoisSavings.com/SaveMoney)



### **Social Post 3 - Text for post along with graphic:**

Improve your home's comfort and with a FREE Home Energy Assessment from the Ameren Illinois Energy Efficiency Program! For eligible customers, you could get energy-saving upgrades at little or no cost, such as improved insulation, heating equipment and ventilation. For more information, visit

[\*\*AmerenIllinoisSavings.com/SaveMoney.\*\*](https://AmerenIllinoisSavings.com/SaveMoney)

## Social Media Posts for Smart Savers Initiative



### **Social Post 1 - Text for post along with graphic:**

Customers living in eligible ZIP codes can receive a free smart thermostat and free professional installation from the Ameren Illinois Energy Efficiency Program! Find out if you are eligible at

[AmerenIllinoisSavings.com/SmartSavers](https://AmerenIllinoisSavings.com/SmartSavers).



### **Social Post 2 - Text for post along with graphic:**

Get help with managing your energy bill with a free smart thermostat from the Ameren Illinois Energy Efficiency Program. Customers living in eligible ZIP codes qualify for FREE professional installation. Find out if you are eligible at

[AmerenIllinoisSavings.com/SmartSavers](https://AmerenIllinoisSavings.com/SmartSavers).



### **Social Post 3 - Text for post along with graphic:**

Start saving now with the Smart Savers Initiative offered through the Ameren Illinois Energy Efficiency Program! Qualified customers living in eligible ZIP codes can get a no-cost smart thermostat with FREE professional installation. Visit [AmerenIllinoisSavings.com/SmartSavers](https://AmerenIllinoisSavings.com/SmartSavers) to see if you qualify.

## Social Media Posts for Small Business Initiative



### **Social Post 1 - Text for post along with graphic:**

There's no easier way for eligible small businesses to lower energy costs and boost their bottom line than with the Ameren Illinois Small Business Initiative. To get started today, visit [AmerenIllinoisSavings.com/SmallBusiness](https://AmerenIllinoisSavings.com/SmallBusiness).



### **Social Post 2 - Text for post along with graphic:**

Receive a FREE Energy Assessment to identify potential energy-saving improvements throughout your small business by participating in the Ameren Illinois Small Business Initiative. Get started today, visit [AmerenIllinoisSavings.com/SmallBusiness](https://AmerenIllinoisSavings.com/SmallBusiness).



### **Social Post 3 - Text for post along with graphic:**

Start saving today and boost your bottom line! Upgrade your small business with energy efficiency products with help from the Small Business Initiative offered by the Ameren Illinois Energy Efficiency Program. To learn more about starting your energy efficiency journey, visit [AmerenIllinoisSavings.com/SmallBusiness](https://AmerenIllinoisSavings.com/SmallBusiness).

## Questions about this guide?

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